

## **Activity: Timeline of E-Commerce Evolution**

### **Goal:**

To help students consolidate their understanding of the evolution of e-commerce by exploring its key technological, societal, and legislative milestones.

### **Objective:**

By the end of this activity, students will be able to identify and explain major milestones in the evolution of e-commerce and analyze how these developments influenced the current e-commerce landscape.

### **Activity Description:**

Students will work in pairs to create a visual timeline highlighting significant events in the evolution of e-commerce. The timeline will include at least five technological, societal, or regulatory milestones, along with brief explanations of each. This collaborative activity will encourage critical thinking and group discussion about the history and future trends in e-commerce.

### **Instructions:**

1. **Form Pairs:** Students will be divided into pairs to encourage collaboration.
2. **Research and Select Milestones:** Each pair will research and select **five key milestones** that contributed to the evolution of e-commerce. These can include the launch of the first e-commerce websites, the introduction of payment gateways (e.g., PayPal), legislation like GDPR, or technological advancements like broadband internet.
3. **Create a Visual Timeline:** Using a digital tool (e.g., Google Slides, Canva) or on paper, students will design a **timeline** that visually represents the selected milestones.
  - o Each milestone should include:
    - The year or date range.
    - A short description (1-2 sentences) of what happened.
    - An explanation of its significance in the context of e-commerce growth.
4. **Presentation:** Pairs will present their timeline to the class. Each presentation should briefly explain how their selected milestones contributed to shaping the e-commerce landscape.

5. **Class Reflection:** After all presentations, engage the class in a reflective discussion about common themes, the most significant milestones, and predictions about where e-commerce might go next based on its history.

#### **Example Milestones for the Timeline:**

- **1994:** The launch of **Amazon** and **eBay** marks the birth of major e-commerce platforms.
- **1998:** **PayPal** is introduced, revolutionizing online payments and increasing trust in e-commerce transactions.
- **2005:** **Amazon Prime** launches, setting a new standard for fast, convenient shipping in e-commerce.
- **2018:** The implementation of **GDPR** in Europe reshapes how businesses collect and handle customer data globally.
- **2020:** The COVID-19 pandemic accelerates the adoption of e-commerce, leading to an unprecedented boom in online shopping.

#### **Steps to Follow:**

1. **Step 1:** Form pairs and select five key milestones related to the evolution of e-commerce.
2. **Step 2:** Research each milestone and its impact on the industry.
3. **Step 3:** Design a visual timeline, ensuring each milestone includes the year, event description, and its significance.
4. **Step 4:** Prepare to present your timeline to the class, focusing on the importance of each milestone.
5. **Step 5:** Participate in the class reflection and discussion on e-commerce evolution.